Commercial Analysts Co.
211 East 43rd St.
New York, NY 10017

BOUNCE BACK STUDY
YELLOW PAGES SUPPLEMENT
FOR NON-SMOKER

Job #3348
December, 1981

5-2

TIME STARTED: _____

2. According to a list I was given, you sent in a post card for a "erit cigarette offer. Do you remember sending in such a card?

Yes . . . . . 6-1 (ASK Q. 3)
No . . . . . -2 (SKIP TO Q. 4)

3. We have sent you the cigarettes as promised, but I wonder, how did you happen to get this card to send in? (IF "GOT IT IN A STORE", PROBE FOR SPECIFICS AS TO HOW THE CARD WAS OBTAINED")

_____ 7-
_____ 8-
_____ 9-
_____ 10-
_____ 11-
_____ 12-

(SKIP TO CLASSIFICATION)

4. The card promised 2 free packs, and we have sent them to you. But we wonder how it happened that a card came with your name on it?

_____ 13-
_____ 14-
_____ 15-
_____ 16-
_____ 17-
_____ 18-
_____ 19-
_____ 20-

21-67

CLASSIFICATION

And just a few questions for classification purposes only. . .

A. What was the last grade of school you completed - was it high school, grade school, or what? (RECORD BELOW)

High school (grades 9-12) . . . . . 68-1 (ASK Q. B)
Grade school (grades 1-8) . . . . . -2 (SKIP TO Q. G)
College . . . . . -3 (SKIP TO Q. C)
(DON'T READ) Graduate school . . . . . -4 (SKIP TO Q. G)
Other (SPECIFY) (e.g. Trade School)

_____ (SKIP TO Q. D)
Refused . . . . . -y (SKIP TO Q. G)

B. Did you graduate high school?

Yes 69-1
No . . . . . -2 (SKIP TO Q. G)
(DON'T READ) Refused . . . . . -y

C. Did you. . . (READ LIST)

Graduate a 2 year college 70-1
Graduate a 4 year college . . . . -2 (SKIP TO Q. G)
Complete some college . . . . . -3
or Attend graduate school . . . . . -4
(DON'T READ) Refused . . . . . -y

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[illegible] graduate high school?

Yes. . . . . [illegible]
No . . . . . -2 [illegible]
(DON'T READ) Refused. . . . . -y [illegible]

E. Did you attend college

Yes. . . . . 72-1 (ASK Q. F)
No . . . . . -2 (SKIP TO Q. G)
(DON'T READ) Refused. . . . . -y (SKIP TO Q. G)

F. Did you graduate college

Yes. 73-1
No . . . . . -2
(DON'T READ) Refused. . . . . -y

G. Finally, what is your total annual family income before taxes? Is it under $20,000, or $20,000 and over?

Under $20,000. . . . . 74-1 (ASK Q. H)
$20,000 and over . . . -2 (SKIP TO Q. I)
Don't know . . . . . -x (SKIP TO
Refused. . . . . -y END)

H. Is that under $10,000; or $10,000 and over?

Under $10,000. 75-1
$10,000 to $19,999 . . -2 (SKIP TO
Don't know . . . . . -x END)
Refused. . . . . -y

I. Is that between $20,000 and $30,000; between $30,000 and $50,000; or $50,000 and over?

$20,000 to $29,999 . . 76-1
$30,000 to $49,999 . . -2
$50,000 and over . . . -3
Don't know . . . . . -x
Refused. . . . . -y

Just to be sure we have it right, your name is: _____

Your address is: _____

_____ Zip _____

RECORD FROM CARD:

Age 18-24. . . 77-1
25-34. . . -2
35-44. . . -3
45+. . . . -4

Sex Male . . . 78-1
Female . . -2

Packing

Kings Regular. 79-1
Kings Menthol. . . . . -2
100's Regular. . . . . -3
100's Menthol. . . . . -4
Ultra Lights Kings Regular -5
Ultra Lights Kings Menthol -6
Ultra Lights 100's Regular -7
Ultra Lights 100's Menthol -8

Thank you for your cooperation.

(MARK CARD "INTERVIEWED NON SMOKER")

TIME ENDED: _____ 80-2

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